



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Love Communications  
546 S 200 W  
Salt Lake City, UT 84101-2304

# Contract # 1404908

**Schedule Dates** 11/05/12-11/06/12  
**Advertiser** Ben McAdams for Salt Lake County Mayor (72698)  
**Agency** Love Communications (1242)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** BEN MCADAMS TV (456306)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** CHEW, AMANDA  
**Phone/Fax** /  
**CPE** 456  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 11/02/12  
**Last Modified** 11/02/12  
**Entered By** Kristen Henderson  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$183.75  
**Net Total** \$1,041.25  
**Sales Tax**

Salt Lake City (KUTV)		Rate
By Broadcast Month	Spots	
Nov. 2012	4	\$1,225.00
<b>Grand Total:</b>	<b>4</b>	<b>\$1,225.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	11/06/12-11/06/12	3	:30	6A- 8A (MST)	1		1						1	\$275.00	\$275.00	Salt Lake City (KUTV)		11/2/12
2.0	Normal Line / News	11/05/12-11/06/12	1	:30	5:28-30A- News-2 News This Morning 530a	1	X	X						1	\$350.00	\$350.00	Salt Lake City (KUTV)		11/2/12
3.0	Normal Line / SPOT	11/05/12-11/06/12	1	:30	7:58A- CBS-This Morning (New Title)	1		1						2	\$300.00	\$600.00	Salt Lake City (KUTV)		11/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*Kristen Henderson*

11/2

# Buy Detail Report

Revision #:

Date: 11/2/2012

Client: Ben McAdams for Salt Lake County Mayor  
 Media: TV  
 Product: Mayor  
 Market: Salt Lake City-Ogden  
 Primary Demo: Adults 25-64  
 Separation between spots: 30

Estimate: 456

Description: Ben McAdams Mon-Tues TV addition

Flight Start Date: 10/29/2012 05:00 AM

Flight End Date: 11/6/2012 04:59 AM

Survey: Nov 11 DMA Nielsen Live+7

Buyer: Amanda Chew

Vendor: KUTV-TV

299 South Main Street Suite 150

Salt Lake City, UT 84111

Contact: Amber Smith

E-Mail: [asmith@kutyv.com](mailto:asmith@kutyv.com)

Phone: 801-839-4408

Fax: 801-839-1101

Send Billing To: Love Communications

546 S. 200 W

Salt Lake City, UT 84101

Phone: 801-519-8880

Fax: 801-519-8884

Estimate Comments: This flight runs Sunday 11/04 through Tuesday E.M. Thanks!

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 11/5	Total Spots
<b>KUTV-TV</b>						
5	Tu 6:00a- 8:00a 2 NEWS AM	\$275.00	\$233.75	30	1	1
6	MTu 5:30a- 5:59a 2 NEWS AT 530A	\$350.00	\$297.50	30	1	1
7	MTu 8:00a- 9:00a EARLY SHW2-CBS	\$300.00	\$255.00	30	2	2
<b>Total Cost:</b>					<b>Total Spots:</b>	4
						\$1,041.25

Disclaimer:

*Smith* 11/2/12